

a wireless communications device connected to said controller and configured to transmit identity information identifying a person associated with said vehicle and to receive promotional information targeted for said person based on a purchase history of said person; and

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an interior display configured to be installed in an interior of said vehicle and connected to said controller,

wherein said controller automatically outputs said promotional information to said interior display based on said position data indicating that said vehicle is in a predetermined position in relation to said commercial entity.

18. (Amended.) A system as recited in claim 1, further comprising a store system wirelessly linked with said wireless communications device, said store system comprising:

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a second wireless communications device;

a store controller connected to said second wireless communications device; and

said store controller providing automatic promotional benefits to said vehicle.

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20. (Amended.) A system as recited in claim 18, wherein said controller is further adapted to communicate to said store controller an indication of promotion displayed on said display.

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24. (Amended.) A system as recited in claim 21, further comprising a store controller in communication with said second controller and wherein said store controller provides automatic promotional benefits to said vehicle.

29. (Amended) An in-vehicle promotions system installed in a vehicle, comprising:
an RF transmitter configured to transmit identity information identifying a person
associated with said vehicle;

an RF receiver configured to receive transmitted promotions information targeted for
said person based on a purchase history of said person;

a controller connected to said receiver;

D5 a device configured to monitor a position of said vehicle in relation to a commercial
entity; and

an interior display configured to be installed in an interior of said vehicle and
connected to said controller wherein said controller causes said promotions information to be
automatically displayed on said interior display based on an automatically detected position
of said vehicle which indicates that the vehicle is in a predetermined position with respect to
the commercial entity.

D4 40. (Amended.) A system as recited in claim 39, wherein said store system
comprises:

a second wireless controller; and

a store controller which provides automatic promotional benefits to said vehicle.

42. (Amended.) A system as recited in claim 40, wherein said controller further
communicates to said store controller an indication of promotion displayed on said display.

43. (Thrice Amended) A method of displaying promotions information to a vehicle occupant, comprising:

transmitting identifying information identifying a person associated with said vehicle;

storing data corresponding to promotions information targeted for said person based on a purchase history of said person in said vehicle;

monitoring a position of said vehicle in relation to a store with which the promotions information is associated; and

automatically displaying said data on an interior display after it is automatically detected by said monitoring step that said vehicle comes within a defined proximity to the store with which said promotions information is associated.

52. (Amended.) A method as recited in claim 43, comprising:

providing to said person an automatic promotional benefit corresponding to said data.

60. (Amended) A method of distributing promotions information, comprising:

forming a database of promotions information of at least one store;

communicating to said store identifying information identifying a person associated with said vehicles;

wirelessly distributing data corresponding to promotions information, targeted for said person based on a purchase history of said person, to a vehicle;

monitoring a position of said vehicle in relation to a store; and